

Testing Your Assumptions

1. Positioning Statement

For Bla (Telecom company, provides Land lines, Internet, Cable TV and Mobile Phones) TV and Internet customers who desires access OTT content from several sources in a single place, the Bla Play is a OTT aggregator that provides in a single portal access to VOD content from more than 20 providers (HBO, TNT, FOX...). Unlike Netflix, our product we are not restricted to only one library of content we can provide access for more than 25.000 media assets through the metadata aggregation and proprietary SVOD and TVOD content.

2. Core/Summary Value Hypothesis

If we aggregate OTT providers, Subscription Video on Demand (SVOD) and Transactional Video on Demand (TVOD) for Bla customers, we will have develop a personalized platform that provides the best and most complete Video Digital Assets library.

[EXPERIMENT NAME]

What assumption will this test?	If we provide access to a library that is composed of an aggregation of third partner OTT content (HBO, TNT...) for Bla customers, they will be an increase of 10% on the willingly of stay on our platform after first visit.
How will we test it?	During the customers interviews add some questions about availability of OOT library in relation with their acceptance on became a frequent user.
What is/are the pivotal metric(s)?	Amount of returning visitors, the expectation is to have an increase of 10% on returning visitors after providing OTT library feature for Bla Play users.
What is the threshold for true (validated) vs. false (invalidated)?	On the interviews, the questions: "If we provide a Video platform compose of SVOD and TVOD libraries you would be willingly to return to our platform for a second visit?" and "If we provide a Video platform compose of OTT, SVOD and TVOD libraries you would be willingly to return to our platform for a second visit?" The sum of the answers on each one of those questions can indicate if worth to build this feature.
What will you do next if the result is true? False?	If true/validated, we will then build the OTT library and scale to production which will move us toward our goal of provide a multiplatform entertainment video platform. If false/invalidated, we will then rethink on how to satisfy the customers which will move us toward our goal of provide a multiplatform entertainment video platform.
How much time, money will it take to set up?	To set up the experiment it will take: - [\$0] and [4] hours of [build simple prototype by PO] - [\$0] and [2] hours of [create questionnaire by PO] - [\$0] and [0.01 per beta user] hours of [sent quiz to beta users by PO]

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Roughly, what will it take for each individual test?	<p>[For each test which is [x], it will take:</p> <ul style="list-style-type: none"> - [\$0] and [0.21 per beta user] hours of [to compile the answers by PO] <p>]</p>
Roughly, how long will it take for each test to run and produce definitive, actionable results?	<p>This test will be applied on 4 groups of beta users during 2 weeks and then repeated with a new set of beta users 1 week later. The most important indicators to be analyzed are retention and amount of new users. The total amount of time needed for this test is 5 weeks.</p>